

AMENDMENTS TO THE CLAIMS

1-12 (Canceled):

13. (New): A method for distributing a customized video commercial, said method comprising:

(i) receiving from an advertiser a request to create a customized video commercial, said request comprising (a) a target audience to whom said customized video commercial is to be distributed and (b) a sample video commercial comprising a plurality of sample video segments and a plurality of sample audio segments, wherein said sample video commercial has an advertising message;

(ii) generating a video commercial template in response to receiving said request, said video commercial template comprising (a) a plurality of fillable video segment slots, each fillable video segment slot arranged at a specific time point within said video commercial template and (b) a plurality of fillable audio segment slots, each fillable audio segment slot arranged at a specific time point within said video commercial template;

(iii) storing in a resource library (a) a plurality of video segments, each video segment forming a portion of a complete video commercial and (b) a plurality of audio segments, each audio segment forming a portion of a complete video commercial;

(iv) defining one or more rules for filling said plurality of fillable video segment slots with said video segments and for filling said plurality of fillable audio segment slots with said audio segments based on characteristics regarding said target audience;

(v) acquiring characteristics regarding said target audience from one or more sources;

(vi) filling said fillable video segment slots with said video segments and said fillable audio segment slots with said audio segments based on said defined rules and said acquired characteristics to create said customized video commercial; and

(vii) distributing said customized video commercial to said target audience, wherein said customized video commercial has at least one video segment or audio segment that is different from said sample video segment or sample audio segment, and wherein said customized video commercial has at least one video segment or audio segment that is same as at least one of said sample video segment or sample audio segment.

14. (New): The method of claim 13, wherein said resource library comprises video segments and audio segments created specifically for said customized video commercial.
15. (New): The method of claim 13, wherein said video commercial template further comprises:
at least one predefined video segment slot, each predefined video segment slot arranged at a specific time point within said video commercial template;
wherein, during said filling, each predefined video segment slot is filled with sample video segment corresponding to said specific time point in said sample video commercial.
16. (New): The method of claim 13, wherein said video commercial template further comprises an animation slot arranged at a specific time point within said video commercial template.
17. (New): The method of claim 13, wherein said video commercial template further comprises an image slot arranged at a specific time point within said video commercial template.
18. (New): The method of claim 13, wherein said characteristics regarding said target audience is acquired from a profile database.
19. (New): The method of claim 13, wherein said characteristics regarding said target audience include demographics, address, monetary income, political affiliations, known preferences, buying patterns, or combinations thereof.
20. (New): The method of claim 13, wherein said customized video commercial is distributed to said target audience using a television distribution medium.
21. (New): The method of claim 13, wherein said distributing and said filling is carried out contemporaneously.

22. (New): A system for distributing a customized video commercial, said system comprising:

(i) means for receiving from an advertiser a request to create a customized video commercial, said request comprising (a) a target audience to whom said customized video commercial is to be distributed and (b) a sample video commercial comprising a plurality of sample video segments and a plurality of sample audio segments, wherein said sample video commercial has an advertising message;

(ii) means for generating a video commercial template in response to receiving said request, said video commercial template comprising (a) a plurality of fillable video segment slots, each fillable video segment slot arranged at a specific time point within said video commercial template and (b) a plurality of fillable audio segment slots, each fillable audio segment slot arranged at a specific time point within said video commercial template;

(iii) means for storing in a resource library (a) a plurality of video segments, each video segment forming a portion of a complete video commercial and (b) a plurality of audio segments, each audio segment forming a portion of a complete video commercial;

(iv) means for defining one or more rules for filling said plurality of fillable video segment slots with said video segments and for filling said plurality of fillable audio segment slots with said audio segments based on characteristics regarding said target audience;

(v) means for acquiring characteristics regarding said target audience from one or more sources;

(vi) means for filling said fillable video segment slots with said video segments and said fillable audio segment slots with said audio segments based on said defined rules and said acquired characteristics to create said customized video commercial; and

(vii) means for distributing said customized video commercial to said target audience, wherein said customized video commercial has at least one video segment or audio segment that is different from said sample video segment or sample audio segment, and wherein said customized video commercial has at least one video segment or audio segment that is same as at least one of said sample video segment or sample audio segment.

23. (New): The system of claim 22, wherein said means for acquiring comprises a profile database.

24. (New): The system of claim 22, wherein said characteristics regarding said target audience include demographics, address, monetary income, political affiliations, known preferences, buying patterns, or combinations thereof.
25. (New): The system of claim 22, wherein said means for distributing comprises a television distribution medium.
26. (New): A computer program product for distributing a customized video commercial, said computer program product stored on a computer readable medium, said computer program product comprising instructions for causing a computer to::
- (i) receive from an advertiser a request to create a customized video commercial, said request comprising (a) a target audience to whom said customized video commercial is to be distributed and (b) a sample video commercial comprising a plurality of sample video segments and a plurality of sample audio segments, wherein said sample video commercial has an advertising message;
 - (ii) generate a video commercial template in response to receiving said request, said video commercial template comprising (a) a plurality of fillable video segment slots, each fillable video segment slot arranged at a specific time point within said video commercial template and (b) a plurality of fillable audio segment slots, each fillable audio segment slot arranged at a specific time point within said video commercial template;
 - (iii) store in a resource library (a) a plurality of video segments, each video segment forming a portion of a complete video commercial and (b) a plurality of audio segments, each audio segment forming a portion of a complete video commercial;
 - (iv) define one or more rules for filling said plurality of fillable video segment slots with said video segments and for filling said plurality of fillable audio segment slots with said audio segments based on characteristics regarding said target audience;
 - (v) acquire characteristics regarding said target audience from one or more sources;

(vi) fill said fillable video segment slots with said video segments and said fillable audio segment slots with said audio segments based on said defined rules and said acquired characteristics to create said customized video commercial; and

(vii) distribute said customized video commercial to said target audience, wherein said customized video commercial has at least one video segment or audio segment that is different from said sample video segment or sample audio segment, and wherein said customized video commercial has at least one video segment or audio segment that is same as at least one of said sample video segment or sample audio segment.

27. (New): The computer program product of claim 26, wherein said resource library comprises video segments and audio segments created specifically for said customized video commercial.

28. (New): The computer program product of claim 26, wherein said video commercial template further comprises:

at least one predefined video segment slot, each predefined video segment slot arranged at a specific time point within said video commercial template;

wherein each predefined video segment slot is filled with sample video segment corresponding to said specific time point in said sample video commercial.

29. (New): The computer program product of claim 26, wherein said video commercial template further comprises an animation slot arranged at a specific time point within said video commercial template.

30. (New): The computer program product of claim 26, wherein said video commercial template further comprises an image slot arranged at a specific time point within said video commercial template.

31. (New): The computer program product of claim 26, wherein said characteristics regarding said target audience is acquired from a profile database.

32. (New): The computer program product of claim 26, wherein said characteristics regarding said target audience include demographics, address, monetary income, political affiliations, known preferences, buying patterns, or combinations thereof.
33. (New): The computer program product of claim 26, wherein said customized video commercial is distributed to said target audience using a television distribution medium.
34. (New): The computer program product of claim 26, wherein said instructions to distribute and said instructions to fill is carried out contemporaneously.